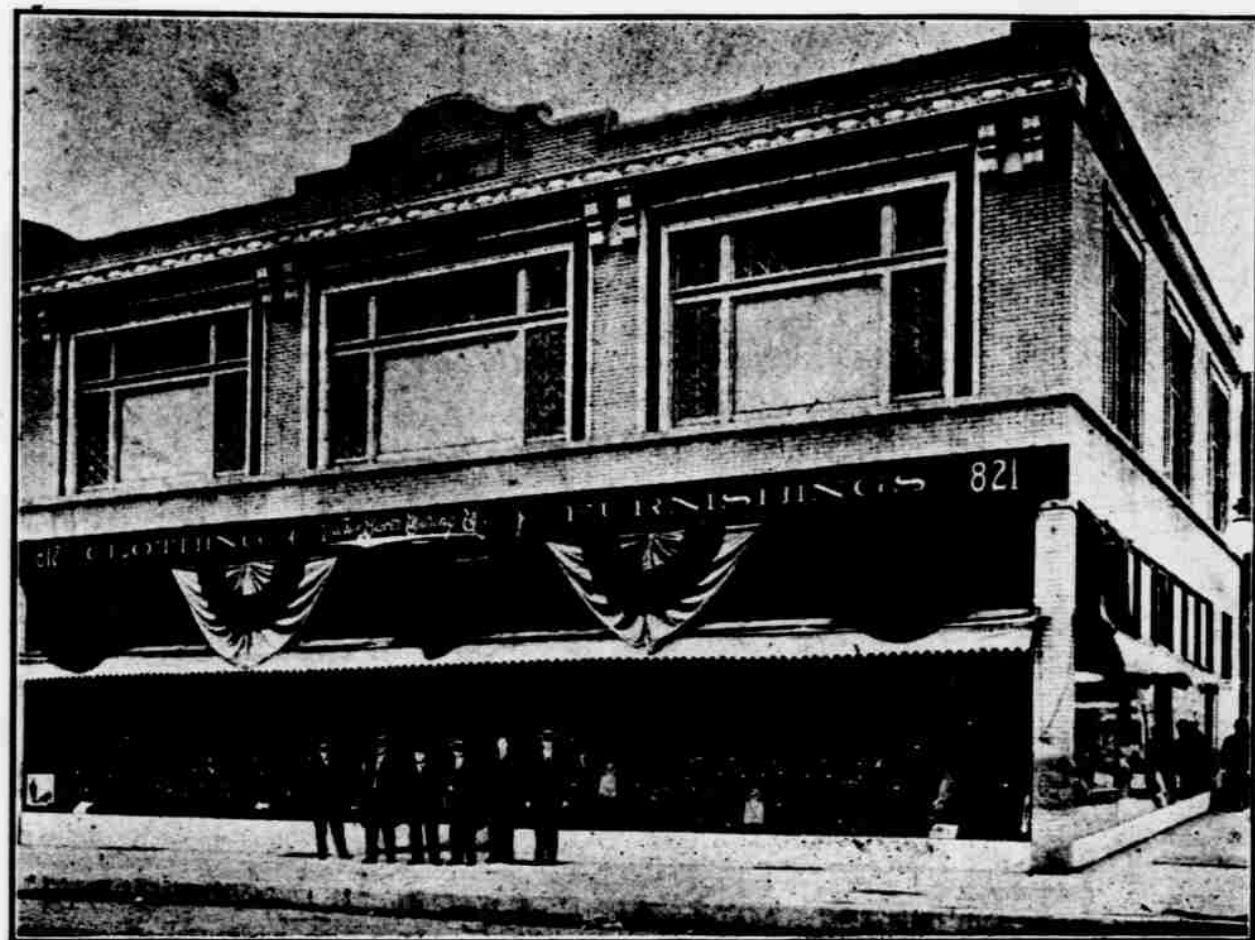


# BARTH STORE A LANDMARK 45 YEARS IN SAME LOCATION

## To Three Generations of Customers We Extend Sincere Christmas Greetings

IN BUSINESS FORTY-FIVE YEARS AT CORNER OF NINTH AND BROADWAY

## AN APPRECIATION



The Home of the Victor Barth Clothing Co., Columbia, Mo.

Columbia was a little country village, indeed, when Joseph and Victor Barth opened the "Joe & Vic" Barth Clothing store on this corner forty-five years ago.

They did not know a great deal about modern business methods—and they did not know a great deal about Columbia—but they were young and ambitious and they firmly believed in the future of Columbia and its institutions.

Forty-five years has seen Columbia come into its own from a few hundred persons and one street to the most progressive and the prettiest little city of all Central Missouri.

In our dealings with three generations of the good people of Central Missouri we have always earnestly worked to give absolutely honest merchandise. In the lines handled by this store have always been found the very best the market afforded. Every sale has always been covered by our personal guarantee in addition to the manufacturer's guarantee.

In the remarkable growth of this community and its institutions we have shared and prospered with the city. In the future we will show our appreciation of the past by pledging this business institution to everything that's for the best interests of Columbia, Boone County and Central Missouri.

### HOW A STORE GREW FROM HUMBLE START

Beginning Made by Brothers  
19 and 17, in Small Shop  
on Present Site.

### GUARANTEED GOODS

This, Plus Service and Square  
Dealing Has Brought  
Success.

(By a Student in the Advanced News  
Writing Class, School of Journalism.)

A store in Columbia that has grown to be an institution and a landmark to Columbia, Boone County and University students is the Victor Barth Clothing Company which is now celebrating its forty-fourth Christmas anniversary without a change in location. This store has clothed three generations. It has grown from a little wareroom of 20 by 52 feet to a large and attractive two-story building housing the best and largest clothing store in Central Missouri.

In 1868 Joe and Victor Barth, brothers, 19 and 17 years old respectively, started a little clothing store in a room situated about where the west half of the present store now is, on the northwest corner of Ninth street and Broadway. These two young men had come to this country from Germany only two years before. They soon became acquainted with American conditions and their little store prospered so well that they were forced to rent another room in a few years to accommodate their increasing business.

#### First Was Joe and Vic Barth.

The name of this first firm was Joe and Vic Barth. About ten years ago Joe Barth retired from the firm here and Victor Barth became sole proprietor of the Columbia store. In 1909 Victor Barth died after which the Victor Barth Clothing Company was formed with I. A. Barth, manager. In August, 1910, the new building which the store now occupies was erected.

The present building is of gray brick trimmed with cut stone. The lower floor is devoted entirely to the display of clothing while the upper floor is used both as a display room and a storeroom. The store handles a larger stock of clothing and men's furnishings than any other store in Central Missouri. The lower floor is entirely surrounded by show windows—120 feet of them. No other store of any sort in Columbia can display its goods to such good advantage.

#### Plenty of Light There.

The windows on Ninth street and on Broadway are always attractively decorated with the many good brands of clothes which the store handles. The store is always light and cheerful by reason of its large amount of window space.

There are three things, according to Mr. Barth, that have caused the citizens of Boone, Callaway and Howard counties and the people of Columbia to keep patronizing this store for forty-five years—and when a town of Columbia's size supports a store for forty-five years in an ever-increasing patronage there must be something in this store's principles that they like.

These three things are Service, Square-Dealing and One-Price Selling. Everything that is sold in the store is backed by the store's guarantee of its quality. The goods are exactly the same price to all customers.

#### Clothes From Well Known Houses.

The clothing sold is all from well-known and reliable makers who guarantee their clothes and stand back of this guarantee. For instance, the suits and overcoats carried are the Stein-Bloch, Sophomore, Fitform and Peck Clothes, while the furnishings are from equally good makers.

The store's customers include people from all over Boone and surrounding counties. Its owners have always been interested in the University and are always in the lead in any public-spirited movement to improve the town or the University.

(Continued on page 7, col. 1.)

## Now Let's Celebrate Another Happy Christmas and Holiday Season by Selecting Our Gifts from these Eight Pages.

### Presents for Men-- Including Father and "Him"!

Nothing finer for a Christmas present for father or the boys than a suit or overcoat. Come in and see them. \$7.50 to \$30

Warm Fur Gloves in Christmas boxes. \$1 to \$10

Silk Lined Kid Gloves—the kind that we replace if they rip. \$1 to \$3

Manhattan Shirts, in Christmas Boxes. \$1.50 to \$3

Eclipse Shirts—one of the best. \$1

Holeproof Hosiery, six pairs in a Christmas box guaranteed to last six months. \$1.50

Beautiful Silk Ties in Gift Boxes. 50c

Stetson Hats. \$3.50

Opera Hats. \$5

Handkerchiefs. 5c to \$1

Silk and Knit Mufflers. 25c and up

Bath Robes. \$3 to \$7.50

Cigar Lighters—always acceptable as gifts. These are worth \$1 but we sell them for only. 50c

Fur Caps for men. \$2.50 to \$6

Mens and Boys Toques. 25c and 50c

An extra pair of pants is a useful and always acceptable Christmas Gift. We carry the "Jack Rabbit" and "Crown" line of quality Trousers. \$3 to \$5

Mackinaw Coats are excellent to keep warm this cold weather. \$7.50 to \$10

### Gifts for Women-- Mother and 'Her' Especially

Holeproof Hosiery, six pairs in a fancy gift box for Christmas, guaranteed to last for six months, a box. \$2.50

Phoenix Silk Hose for women, in special gift boxes for Christmas presents, a pair. 75c

A dozen pairs of Black Cat Hose, in a pretty gift box for only. \$1.50

A Becker Cowhide Hand Bag that will be a joy forever. We have them as low as. \$3

Sweaters, fine for this cool weather and excellent as Christmas gifts. We have them from. 50c to \$7.50

Rain Coats for ladies. Excellent to slip on, on a damp morning to keep from catching a cold. All prices

Pennants, and Beautiful Pillow Tops with University and College Seals and insignia. All prices

Handkerchief Cases, Glove Cases and Laundry Bags make excellent gifts. You will find them here—and moderate in cost.

Bath robes in pretty designs. We will put these up in gift boxes for Christmas. The cost runs from. \$3 to \$7.50

### Gifts Specially for Youths and the Little Folks

House Coats make excellent gifts for youths and Young men—they bring a pleasure every day throughout the year. We have them from. \$5 to \$10

"Missouri" belts are fine for gifts. We have them in Christmas gift boxes for only. 50c

If he would rather have a pair of Bufl Dog Suspenders, we have them in gift boxes for only. 50c

Racine Flannel Shirts—dandy for outdoor exercise, cross country walks, tennis. They sell at. \$1 and up

A Becker Suit Case is fine for "him" to take home Christmas. They lend distinction to travelers. We have them at. \$1 to \$20

Phoenix Silk Hose in special gift boxes, a pair only. 50c

Suits and overcoats for the little fellows. Best quality and latest styles. \$2 to \$12.50

Full Dress Vests make fine quality Christmas Gifts. You will find them here at various prices.

Boys Cadet Waists will delight the little fellows and be useful at the same time. 50c and up

Pajamas and Munsing Union Suits. Useful Gifts. 50c, 1 to \$4

**Victor Barth Clothing Co.**  
THE BIG CLOTHIERS